

# COLUMBIA PRESSBOOK

# BLITZ!

## Columbia's SHOCKMANSHIP for a SHOCKBUSTER!

# VAN JOHNSON



# The Last Blitzkrieg

co-starring

## KERWIN MATHEWS · DICK YORK

with

## LARRY STORCH · LISE BOURDIN · LEON ASKIN

Written by LOU MORHEIM • Directed by ARTHUR DREIFUSS  
Produced by SAM KATZMAN • A CLOVER PRODUCTION • A COLUMBIA PICTURE

## CAST

Richardson.....Van Johnson  
Wilitz.....Kerwin Mathews  
Sgt. Ludwig.....Dick York  
Ennis (PFC).....Larry Storch  
Monique.....Lise Bourdin  
Colonel Von Ruppel.....Han Bentz Van Den Berg  
Sgt. Steiner.....Leon Askin  
Kirsch.....Robert Boon  
Hoffner.....Ton Van Duinhoven  
Colonel Eindorf.....Gijsbert Tersteeg  
Schwarz.....Charles Rosenblum  
Lt. Wheeler.....Steye Van Brandenburg  
Capt. Levin.....Montgomery Ford  
Corporal Wilson.....Herb Grika  
Capt. Bruger.....Chris Baay  
Pierre.....Ronnie Landweer  
Fielding.....Fred Oster  
German "Grey Mouse".....Adelheid Van Der Most  
1st Belgian Girl.....Yoka Berretty  
PFC Manning.....Karl Kent  
German Officer.....Jan Verkoren  
Corporal Charlie Two.....Howard Jaffe  
2nd Belgian Girl.....Sacha Denisent  
Weapons Instructor.....T. Bolland  
Auto Instructor.....Jack Kelling  
American Truck Driver.....John T. Greene  
German Lt. ....Hans Hagemeyer  
German Orderly.....Pieter Goemans

## CREDITS

Written by Lou Morheim; Directed by Arthur Dreifuss; Assistant Director, William A. Harper; Director of Photography, Ted Scaife; Special Effects, Cliff Richardson; Production Co-ordinator, Bobby Rosenboom; Art Director, Nico van Baarle; Film Editor, Lien d' Oliveyra; Set Decorator, Jan Andre; 2nd Unit Direction, Leonard Katzman; Recording Supervisor, Wim Huender; Sound, Coen Bouwhuis; Music Composed and Conducted by Hugo De Groot; Make-up, Firma Michels; Script, Claire Hart; Production Assistant, Marjorie Stewart; Technical Adviser on Battle Sequences, Major John W. McClain; Dialogue Supervisor, Jacqueline Sundstrom; Made on location in Holland at Cinetone Studios, Amsterdam; Produced by Sam Katzman; A Clover Production. A Columbia Picture.

## STORY

(Not for Publication) Son of a Nazi general, Richardson leads a squad of specially-trained American-uniformed Germans in sabotage and murder during the Battle of the Bulge. Increasingly appalled by the way his country is waging war, Richardson is his unit's sole survivor when his brutal Nazi aide, Kerwin Mathews, arouses the suspicions of U. S. Sergeant Dick York. Richardson helps York and his men capture a strategic road junction and, himself dying of German bullets, pleads with the German soldiers to lay down their arms and never again say "Heil" to anyone. (Running Time: 84 Minutes).

GLORY-SWEPT TRIBUTE-ON-FILM TO THE YANKS WHO STOPPED HITLER'S TERROR-MEN IN THE BATTLE OF THE BULGE!

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(Mat 2-A; Still No. R-7) Van Johnson, in his greatest role since "Battleground," stars and Lise Bourdin is featured in "The Last Blitzkrieg," Columbia Pictures' drama of how saboteurs spread terror behind Allied lines during the last days of World War II. Kerwin Mathews and Dick York co-star.

### (Hitler's Horror Hoax)

The authentic story, never before revealed, of the Nazi efforts to spread terror behind the American lines in the last weeks of December, 1944, when the Allied offensive had ground to a halt in the Ardennes Forest, has been told in Columbia Pictures' "The Last Blitzkrieg," starring Van Johnson at the ..... Theatre. Kerwin Mathews and Dick York co-star in the film, drama of the Battle of the Bulge.

General Von Rundstedt, commanding the German armies, used specially trained commandoes to create chaos and to commit sabotage and murder behind the American lines. These commandoes had been trained by Colonel Otto Skorzeny, the German officer who engineered the spectacular escape of Mussolini, half a year before, from Allied forces in Italy.

Dressed in GI uniforms, these commandoes were dropped behind the line and infiltrated positions held by the American Army. Helped by a thick fog, they were able to cut several supply lines for a couple of days. American units lost contact with their main forces. Food and ammunition became scarce and, until the fog lifted, sabotage and murder were possible in the confusion.

The Ardennes area where the story takes place covers the whole territory of Luxembourg, the southwestern part of Belgium and stretches out as far as the southern part of Holland. It was the latter area that was chosen by producer Sam Katzman and director Arthur Dreifuss for location shooting.

### (Van Johnson)

Van Johnson, erstwhile boyish idol of the bobby-soxers and now an actor of maturity and depth, stars in Columbia Pictures' "The Last Blitzkrieg," co-starring Kerwin Mathews and Dick York at the ..... Theatre.

Van plays one of Hitler's "terror men" in the Battle of the Bulge, Germans in American uniforms who sneaked behind our lines to commit sabotage and murder.

Early in life, Van set his heart on becoming an actor. After graduation from school and a reluctant year spent in the family business, Van tried his luck on Broadway, landing a job in the chorus of the musical, "New Faces." Eventually he went into the Broadway hit show, "Too Many Girls," and, the following year, he won a small role in "Pal Joey."

Johnson left "Pal Joey" for a Hollywood screen contract which lasted only six months, during which he appeared in one picture, "Murder in the Big House." Just before he was due to return to New York, he was signed for a role in "The War Against Mrs. Hadley." The rest is screen history.

### (York Short)

After a series of supporting roles in such pictures as "My Sister Eileen" and "Cowboy," Dick York has reached star status. The brilliant young actor, starred with Van Johnson and Kerwin Mathews at the ..... Theatre, in Columbia Pictures' "The Last Blitzkrieg," also will star in the forthcoming "They Came to Cordura," headed by Gary Cooper and Rita Hayworth.

### (General Advance)

The difficult days when the Allied offensive in Western Europe was stalled in the Ardennes by a German counter-attack during World War II was the precise moment for Hitler's "terror men." Columbia Pictures' "The Last Blitzkrieg," starring Van Johnson and co-starring Kerwin Mathews and Dick York, tells the inside story of the Hitler commandoes, who, in American uniforms, sneaked behind the American lines to sabotage and murder. The new Columbia drama starts ..... at the ..... Theatre.

Van Johnson plays one of the fanatical Nazis who, because of their ability to speak perfect English, were selected to serve in the picked unit. Equipped with American uniforms, these trained saboteurs infiltrated the American lines. Spying, sabotaging, slaughtering, these picked German soldiers participated in the last assault that almost turned the tide of victory, the Battle of the Bulge.

Larry Storch and Leon Askin, as embattled GI's, and Lise Bourdin as a French girl in the battle area, are featured.

Lou Morheim scripted the Columbia war drama. A Clover Production, the film was directed by Arthur Dreifuss for producer Sam Katzman.

### (Opening Notice)

Columbia Pictures' "The Last Blitzkrieg," starring Van Johnson and co-starring Kerwin Mathews and Dick York, opens ..... at the ..... Theatre. The story of Hitler's "terror men" during the Battle of the Bulge, "The Last Blitzkrieg" features Larry Storch, Lise Bourdin and Leon Askin. Lou Morheim wrote the screenplay of the Clover Production. The film was directed by Arthur Dreifuss and produced by Sam Katzman.

### (Mathews Short)

Kerwin Mathews, member of a pioneer American family, plays a German commando in Columbia Pictures' "The Last Blitzkrieg," exciting drama at the ..... Theatre in which Mathews is co-starred with Van Johnson and Dick York. Mathews declared that "this part is the most difficult I've ever played—a German soldier, blind with hate against the Americans."

### (Production Short)

For the battle scenes in Columbia Pictures' "The Last Blitzkrieg," starring Van Johnson and co-starring Kerwin Mathews and Dick York at the ..... Theatre, director Arthur Dreifuss used as extras some 250 students of the world-famous College of Engineering of Delft, Holland.

### (Review)

The story of the Hitler "terror" attack that almost turned the tide of victory during World War II's crucial Battle of the Bulge is told in Columbia Pictures' "The Last Blitzkrieg," starring Van Johnson and co-starring Kerwin Mathews and Dick York. The war drama opened yesterday at the ..... Theatre.

During those days of terror when victory hung by a thread, the Nazis sabotaged and murdered in a counter-attack that marked the most incredible plot in the history of warfare. "The Last Blitzkrieg" is the inside story of that plot.

Van Johnson plays a dedicated Nazi, with a perfect command of English, assigned to a school where Hitler's "terror men" were trained. Their mission, after having assumed American identities complete to uniform, is to infiltrate the Allied lines and to spread terror by espionage, sabotage and out-and-out slaughter. Accompanied by Mathews, a diehard Nazi, Johnson successfully penetrates the American lines and, in the swaying tides of battle, waits for his opportunities to betray the GI's. Dick York is seen as the U.S. sergeant who uncovers the masquerade.

Seen in support of the stars of "The Last Blitzkrieg" are Larry Storch, Lise Bourdin and Leon Askin. A Clover Production, the Columbia drama was written by Lou Morheim. Arthur Dreifuss directed and Sam Katzman produced.



(Mat 1-A; Still No. R-42) Van Johnson stars in Columbia Pictures' "The Last Blitzkrieg," the never-before-revealed story of the last days of World War II. Kerwin Mathews and Dick York are co-starred.



## DRIVE-IN'S

- Signs: "This Way to 'The Last Blitzkrieg!'"
- Stamp message on paper cups, napkins, etc.
- Arrange for veterans, from local vets' hospital, to be your guests at each showing.
- At intermission time, in advance of playdate, fire a skyrocket or flare from your concession center, with p.a. announcements.
- In safe area, work knife-throw contest against dummy, commando training lessons, etc.
- Print message on paper towels for giveaway as windshield cleaners.
- Guest-admit all jeeps, with space reserved where they can be inspected.

## VETERANS

Ads in the official magazines of the American Legion and Veterans of Foreign Wars will alert local veterans to your showing of "The Last Blitzkrieg." Work with the local chapters on the following:

- Contact commanders, officers in charge, for special group attendance at special prices.
- Have band lead parade of members to theatre.
- Interview veterans after screening for later broadcast.
- Honor veterans of "The Last Blitzkrieg." (Battle of the Bulge).
- Spot enlistment table in theatre foyer.
- Store displays of books on the war, with maps of area.
- Contest for longest lists of films on the war.
- Post photos of local soldiers in uniform, and as they are today.
- American or German combat helmet filled with cartridge shells. Guest tickets for those guessing correct number.

## THE SWASTIKA

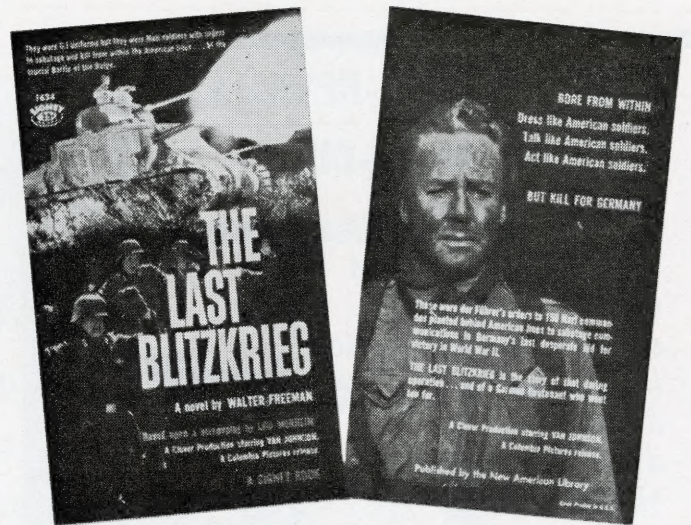
- Display captured German fighting equipment in lobby.
- Exhibit U.S. Army equipment.
- Plant lobby board to be signed by veterans of "The Last Blitzkrieg."
- Make up a sign explaining the word "blitzkrieg," literally a lightning war, a sudden overpowering attack.

## VAN JOHNSON

- Name most picture titles of his past performances.
- Admit other Van Johnson's, or first ten men named Van.
- Most words to be composed from his name.
- Admit first ten soldiers in uniform.
- Action stills, portraits: Still Nos. R-1, R-13, R-14, R-26, R-28, R-42. In German uniform: Still No. R-34.

## HEADLINES

The files of your newspaper can be the source for a lot of exploitable material. Have photostats made of the news headlines on the Battle of the Bulge, with the maps showing the action area. Use them for lobby with stills.



## THE BOOK

A soft cover Signet Book novelization of "The Last Blitzkrieg," published by the New American Library, is now in nationwide distribution. The book covers carry prominent picture credits . . . the front cover (illustrated above, left) has an action scene from the film and the back cover (above, right) a portrait of Van Johnson in his role. A two-color rack card is going to wholesalers and jobbers, who also will be apprised of playdates and urged to cooperate with showmen on "Read the Book, See the Picture" promotions. For the name of your local distributor, write direct to: Mr. Hal Robinson, Independent News Company, 575 Lexington Avenue, New York, N. Y.

## RADIO SPOT

15-SECONDS: "The Last Blitzkrieg!" One of the most spectacular hoaxes in the annals of warfare! Columbia Pictures' "The Last Blitzkrieg!" Starring Van Johnson! See "The Last Blitzkrieg!" State Theatre, now!

## ACCESSORIES



(6 Sheet)

(3 Sheet)

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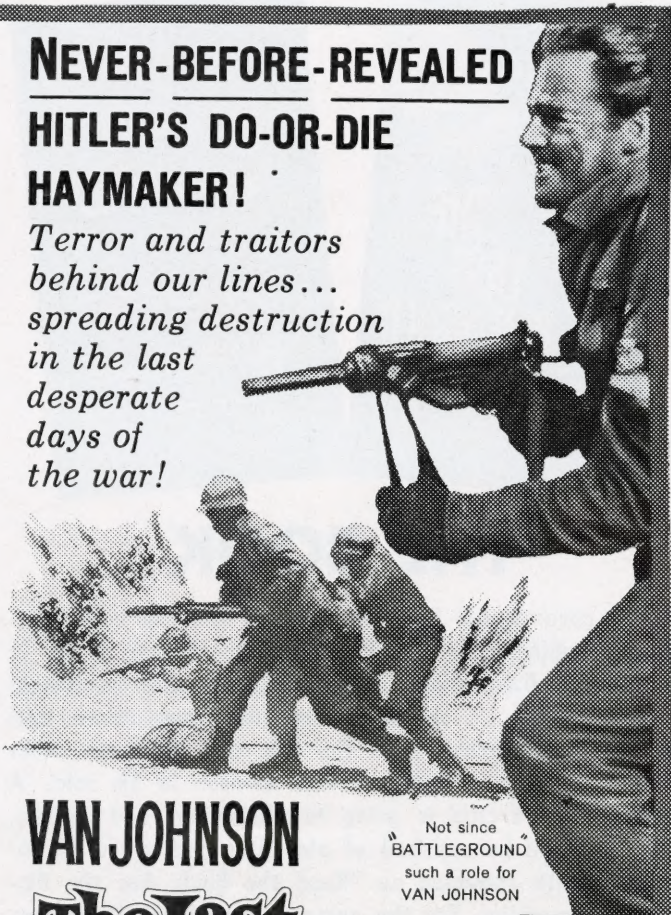
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**NEVER-BEFORE-REVEALED  
HITLER'S DO-OR-DIE  
HAYMAKER!**

*Terror and traitors  
behind our lines...  
spreading destruction  
in the last  
desperate  
days of  
the war!*



**VAN JOHNSON**  
**The Last  
Blitzkrieg**

Not since  
"BATTLEGROUND"  
such a role for  
VAN JOHNSON

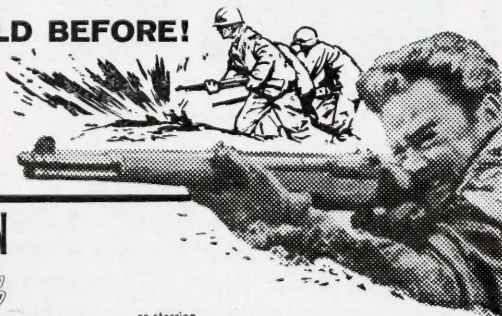


co-starring  
**Kerwin MATHEWS · Dick YORK** with LARRY STORCH · LISE BOURDIN  
LEON ASKIN  
Written by LOU MORHEIM · Directed by ARTHUR DREIFUSS · Produced by SAM KATZMAN  
A CLOVER PRODUCTION · A COLUMBIA PICTURE

Ad No. 204—192 Lines

**NEVER TOLD BEFORE!**

**Hitler's  
do-or-die  
haymaker!**



**VAN JOHNSON**  
**The Last  
Blitzkrieg**

co-starring  
**KERWIN MATHEWS · DICK YORK**  
A CLOVER PRODUCTION · A COLUMBIA PICTURE

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**EXPOSED-**

**FOR THE  
FIRST TIME!**

The masterplot of  
the master criminal  
of all history during  
the most crucial  
battle of the  
war.



Not since  
"BATTLEGROUND"  
such a role for  
VAN JOHNSON!

**VAN  
JOHNSON**  
**The Last  
Blitzkrieg**

co-starring  
**Kerwin MATHEWS · Dick YORK**  
with LARRY STORCH · LISE BOURDIN · LEON ASKIN  
Written by LOU MORHEIM · Directed by ARTHUR DREIFUSS · Produced by SAM KATZMAN  
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# HITLER'S DO-OR-DIE HAYMAKER!

*Told for the first time...  
the story of the  
'TERROR MEN'...  
phoney GI's who sneaked  
behind our lines  
spreading confusion  
and havoc!*

Not since  
"BATTLEGROUND"  
such a role for  
VAN JOHNSON!



## VAN JOHNSON The Last Blitzkrieg

co-starring

**KERWIN MATHEWS · DICK YORK** with **LARRY STORCH · LISE BOURDIN · LEON ASKIN**

Written by LOU MORHEIM · Directed by ARTHUR DREIFUSS · Produced by SAM KATZMAN A CLOVER PRODUCTION · A COLUMBIA PICTURE

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**VAN JOHNSON** 100%

in

**THE LAST BLITZKRIEG** 100%

co-starring

**KERWIN MATHEWS · DICK YORK** 75%

with

**LARRY STORCH · LISE BOURDIN · LEON ASKIN** 35%

Written by LOU MORHEIM · Directed by ARTHUR DREIFUSS 15%

Produced by SAM KATZMAN · A CLOVER PRODUCTION 15%

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- Publicity 2-A



**NEVER BEFORE REVEALED**

the behind-the-lines  
story of the last  
assault that  
almost turned  
the tide of  
**VICTORY!**

**VAN  
JOHNSON**

in his  
greatest  
role  
since  
"BATTLEGROUND!"



**The  
Last  
Blitzkrieg**

co-starring

**KERWIN MATHEWS · DICK YORK**

with **LARRY STORCH · LISE BOURDIN · LEON ASKIN**

Written by **LOU MORHEIM** · Directed by **ARTHUR DREIFUSS** · Produced by **SAM KATZMAN** · A CLOVER PRODUCTION  
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Revealed for the first time! The incredible plot of the most infamous man in history ...his desperate masterstroke of destruction and deceit...that almost worked!



**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**

Not since  
"BATTLEGROUND"  
such a role for  
VAN JOHNSON!

co-starring

**Kerwin MATHEWS · Dick YORK**

with **LARRY STORCH · LISE BOURDIN · LEON ASKIN**

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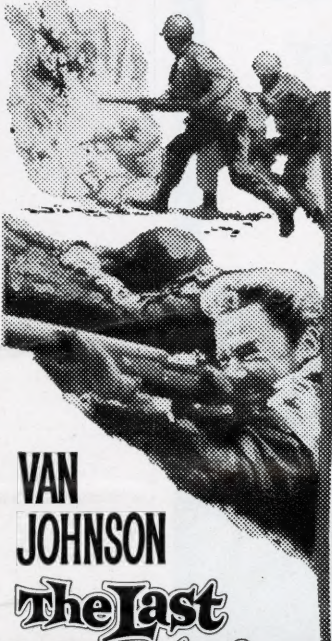
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• **Additional Ads on Reverse Side of This Page** •





**Exposed!**  
**Master plot**  
**of history's**  
**master criminal!**



**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**

co-starring  
**Kerwin MATHEWS · Dick YORK**  
 with LARRY STORCH · LISE BOURDIN · LEON ASKIN  
 Written by LOU MORHEIM · ARTHUR DREIFUSS · SAM KATZMAN  
 Directed by Produced by A CLOVER PRODUCTION  
 A COLUMBIA PICTURE

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**MOST**  
**FANTASTIC**  
**TERROR PLOT**  
**IN THE ANNALS**  
**OF WARFARE!**



**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**

co-starring  
**Kerwin MATHEWS · Dick YORK**  
 with LARRY STORCH · LISE BOURDIN · LEON ASKIN  
 Written by LOU MORHEIM · ARTHUR DREIFUSS · SAM KATZMAN  
 Directed by Produced by A CLOVER PRODUCTION  
 A COLUMBIA PICTURE

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**HITLER'S**  
**DO-OR-DIE**  
**HAYMAKER!**



**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**

A CLOVER PRODUCTION · A COLUMBIA PICTURE

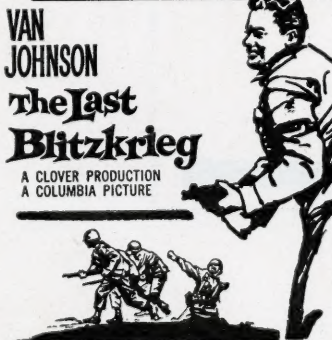
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**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**

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**HITLER'S FINAL ACT OF FURY!**



**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**  
 A CLOVER PRODUCTION  
 A COLUMBIA PICTURE

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**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**

**REVEALED**  
**FOR THE FIRST TIME!**  
**Hitler's**  
**final**  
**act**  
**of fury!**



co-starring  
**Kerwin MATHEWS · Dick YORK**  
 with LARRY STORCH · LISE BOURDIN · LEON ASKIN  
 Written by LOU MORHEIM · ARTHUR DREIFUSS · SAM KATZMAN  
 Directed by Produced by A CLOVER PRODUCTION · A COLUMBIA PICTURE

Ad No. 203—70 Lines



**VAN JOHNSON**  
**The Last**  
**Blitzkrieg**  
 A CLOVER PRODUCTION · A COLUMBIA PICTURE



Ad No. 201—28 Lines



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